



## The power of focus

Everything in the universe has energy; the sun, objects, companies and us as people.

The sun is warm and doesn't cause fires, but when focused with a magnifying glass the same energy can start a fire very quickly.

The weight of a car doesn't pop the tires, but when focused on the point of a nail that same weight punctures it with ease.

The focus of a company when applied to a range of products/ services doesn't achieve anything special, but when focused onto one thing it becomes the best.

The focus of a human when applied to a range of tasks doesn't achieve anything special, but when focused onto one thing it becomes superhuman.